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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/899,348	07/05/2001	Desmond Mascarenhas	479942000300	2173
20872	7590	10/23/2006	EXAMINER	
MORRISON & FOERSTER LLP			JEANTY, ROMAIN	
425 MARKET STREET			ART UNIT	PAPER NUMBER
SAN FRANCISCO, CA 94105-2482			3623	

DATE MAILED: 10/23/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Catherine D. Lee on October 12, 2006.

In the Drawing:

Please add:

Clustering of Cognitive Types

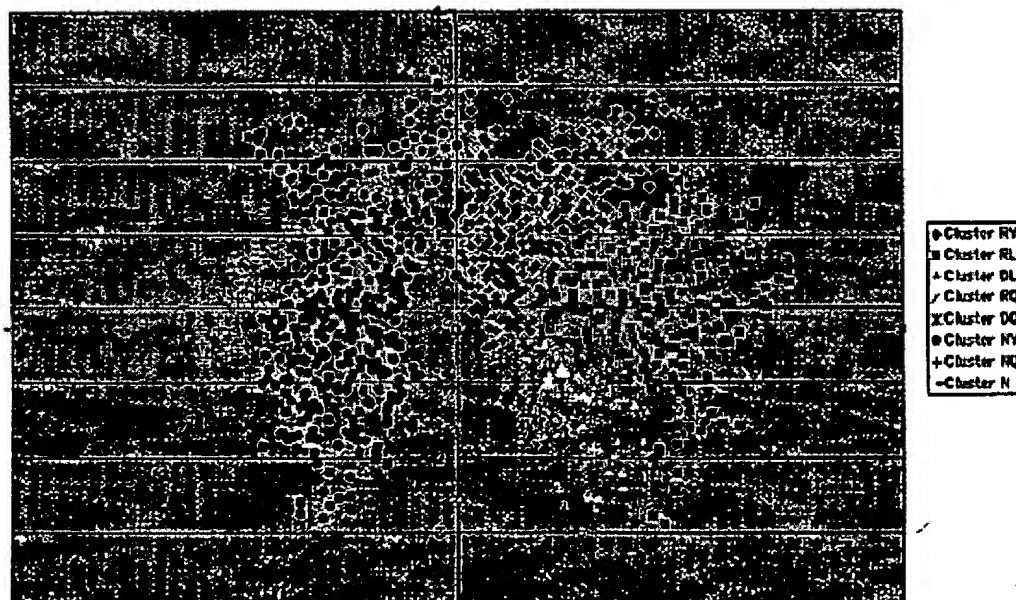


FIG. 8

In the Specification:

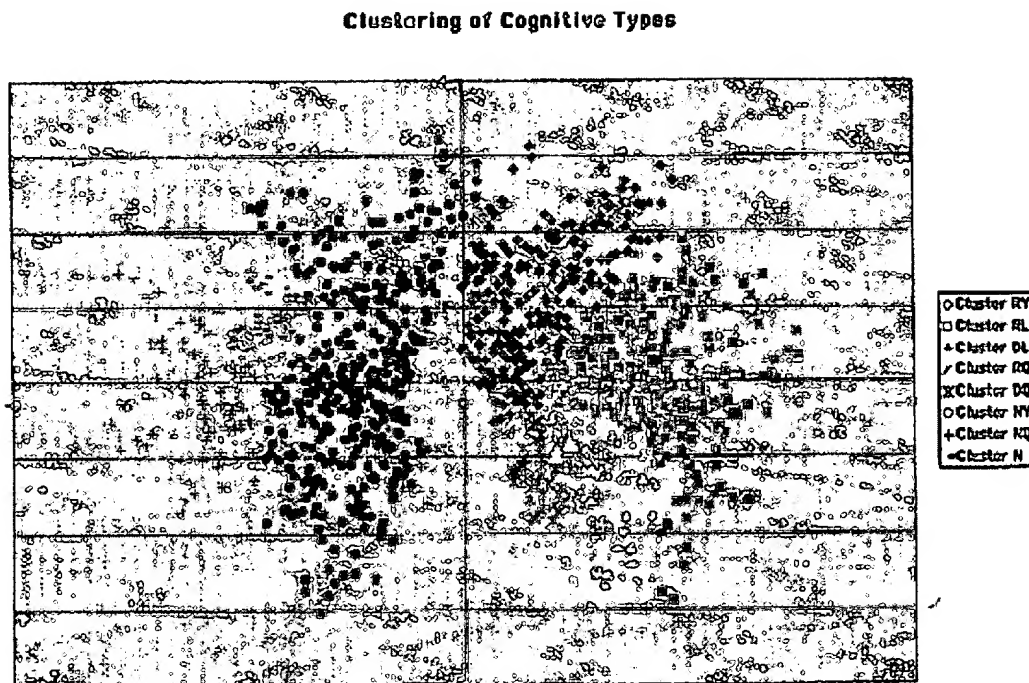
Please replace 00153 and 00154 with the following replacement paragraphs:

[00153] Referring to FIG. 8, clustering respondents was accomplished in two steps:

[00154] First, the traits scores of 1373 participants were analyzed using Standard Principle Component Analysis (SAS Proc PRINCOMP). The technique reduced the true dimensionality of the data space to three or four dimensions (Scree plot analysis), with over 80% of the variance in the data being accounted for in the first two Principle Components. The first Principle Component consisted mainly of measures that describe novelty-seeking while the second was composed of those that describe competitiveness. The data were then clustered hierarchically using SAS procedure MODECLUS.

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Delete [[



]]

Please add the following new paragraphs after Paragraph 0039:

[0039.5] Fig. 8 illustrates a plot describing the clustering of cognitive types.

Conclusion


2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Romain Jeanty whose telephone number is (571) 272-6732. The examiner can normally be reached on Mon-Thurs 7:30 am - 6:00 pm.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq R. Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

October 12, 2006


Romain Jeanty
Primary Examiner
Art Unit 3623